

Diversity of Cultural Expressions Impacts and Implications of the UNESCO Convention Ten Years After and Ten Years Ahead: Views from BC

Program

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Simon Fraser University •
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The UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions was championed by Canada and passed in 2005 with support from an exceptional majority of nations. Ten years later, how may we evaluate the impact of the UNESCO Convention on the Diversity of Cultural Expressions in Canada's creative economy and cultural sector, and its implications for BC's arts and cultural communities?

Join a Roundtable of BC civil society organisations, artists, cultural producers, industry representatives, lawyers and policy makers for a review of the strategic highlights of the Convention in the BC context. In the framework of the cross-Canada conference series on the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, Simon Fraser University in cooperation with the Coalition for cultural diversity organize a seminar in Vancouver on "Diversity of Cultural Expressions: Impacts and Implications of the UNESCO Convention Ten Years After and Ten Years Ahead: Views from B.C."

Sponsors: Simon Fraser University, Centre for Policy Studies on Culture and Communities. Canadian Coalition for Cultural Diversity. With the support of the Canadian Commission for UNESCO, Quebec Government's Secretariat for Canadian Intergovernmental Affairs, and the Canadian Institute for Research on Linguistic Minorities.

Format: Invited Panelists will be asked to speak three minutes on the following themes. There will be video recording and a short outcomes document prepared.

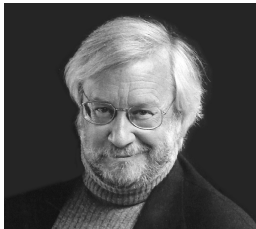
Opening Remarks	<ul style="list-style-type: none"> • Catherine Murray, Co-Director of the Centre for Policy Studies on Culture and Communities –SFU • Charles Vallerand, Executive Director of the Canadian Coalition for Cultural Diversity
Keynote Speakers	<ul style="list-style-type: none"> • Peter Grant, Counsel, McCarthy Tétrault LLP • Scott McIntyre, Creative BC Board and retired publisher, Douglas & McIntyre
1. TRADE AND COPYRIGHT: (40 minutes) <p>How has the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions influenced Canada's subsequent and current trade negotiations (South Korea, EU, CARICOM, India, TPP)? What are recent developments in trade and copyright? What risks of real or potential trade barriers, complaints (about production tax credits) or retaliation may face BC cultural producers and exporters in the near term? How might the dispute mechanism in the Convention work to protect creators? Conversely, how might the WTO become more sensitive to diversity issues?</p> <p>Sylvia Blake, School of Communication, SFU • Dal Yong Jin, Associate Professor, School of Communication, SFU • Beth MacDonald, Counsel, McCarthy Tétrault LLP • Graham Reynolds, Assistant Professor, Allard School of Law • Charles Vallerand, Executive Director, Canadian Coalition for Cultural Diversity</p>	
2. RELEVANCE FOR CREATIVE DIGITIZATION AND THE INTERNET (20 Minutes) <p>Although there are no explicit references to digital technologies, can it be said the Convention is compatible with Net Neutrality, and indeed, measures to protect and promote diversity of cultural expressions in the Internet age?</p> <p>Jon Festinger, Principal, Festinger Law & Strategy • Josh Tabish, Campaigns Manager, OpenMedia.org</p>	
3. SOCIOCULTURAL DEVELOPMENT: MEASURES TO PROMOTE CULTURAL EXPRESSIONS (40 minutes) <p>In the past ten years, how well has Canada worked to create an environment which encourages individuals and social groups to create, produce, disseminate, and have access to their own cultural expressions, paying attention to the special circumstances and needs of women as well as various social groups including minorities and indigenous peoples? What would strengthen minority and indigenous cultural expression for creators and cultural workers in BC over the next ten years? And what are the implications for global cooperation for development, including preferential treatment for developing countries?</p> <p>Jeff Bear, Independent Producer • Rob Gloor, Alliance for Arts and Culture • Alden E. Habacon, Director, Intercultural Understanding Strategy Development, UBC • Chris Creighton-Kelly, Artist, Writer, Critic • Danika Billie Littlechild, Canadian Commission for UNESCO • Anne Robineau, Assistant Director, Canadian Institute for Research on Linguistic Minorities • Marcus Youssef, Chair, City of Vancouver Arts and Culture Policy Council; Artistic Director, Newworld Theatre • Cathi Charles Wherry, First Peoples' Cultural Council • Prem Gill, TELUS, storyhive.com</p>	
4. RELEVANCE TO BC AND WAY FORWARD (Closing Discussion 20 minutes) <p>Among Canadian provinces, only Quebec is active and leading on the diversity of cultural expressions file with UNESCO. Can the UNESCO Convention or its principles be used to lobby for the advancement of domestic cultural policy in BC, or conversely, influence the evolution of cultural policy at municipal, provincial and regional federal levels in the next ten years? How compatible is the policy statement <i>BC Creative Futures</i> with the Convention? Do we need a motion in favour of the convention, as Quebec did, and push for BC-NGO standing with UNESCO? What should be the top ten recommendations on the agenda to advance cultural diversity of expressions in BC?</p> <p>Catherine Murray & Charles Vallerand</p>	

Peter Grant



Peter S. Grant is Counsel at McCarthy Tétrault LLP, one of Canada's largest law firms, and until 2005 the head of its Communications Group. Mr. Grant pioneered the field of communications law in Canada, and for the last 45 years his practice has been substantially devoted to this field, including broadcasting and cable television licensing, satellite services, copyright negotiations, cultural industries, and telecommunications regulation. Mr. Grant is the author or co-author of numerous articles, books and publications, including *Blockbusters and Trade Wars: Popular Culture in a Globalized World* (Vancouver: Douglas & McIntyre, 2004), *Canadian Broadcasting Regulatory Handbook*, now in its twelfth edition, and *Communications Law and the Courts in Canada*, now in its second edition. Mr Grant was instrumental in incorporating the Canadian Independent Music Association, Musicaction Canada, the Association of Canadian Publishers, the Fund to Assist Canadian Talent on Records (FACTOR), the Canadian Telebook Agency, and the Canadian Retransmission Collective.

Scott McIntyre



Scott McIntyre is best known for his role as co-founder and CEO of the pre-eminent Canadian publisher Douglas and McIntyre, and brings with him over 40 years of government relations and industry association experience. Between 1986 and 2005 Scott was involved in Canada's international trade negotiations as a member of the Cultural Industries Sectoral Advisory Group on International Trade (SAGIT), and was influential in the development and implementation of the UNESCO Convention on Cultural Diversity.

He has remained an active member of BC's arts and culture community since his retirement from D&M in 2012. Some of his many current community positions include Vice-Chairman of the board of the British Columbia Achievement Foundation, and board member of Creative BC and the YVR Art Foundation. He holds an honorary Doctor of Laws from SFU, and is a member of the Order of Canada. His significant contributions to Canadian publishing have been further recognized through two Queen's Jubilee Medals and an IVY award, and in 2013 he was awarded the explorASIAN Community Builder Award for his role as a "pioneer and leader in Asian Canadian literature."

Catherine Murray (Chair)



Catherine Murray is currently Professor of Communication, joining Simon Fraser University in January 1992. Dr. Murray was Chair of the Department of Gender, Sexuality, and Women Studies between 2009-2012. She has also been a member of the Board of BC Film (1996-2005), and a member of the Canadian Broadcast Standards Council's panel on digital media standards (2001-2007). She is presently Associate and Founding Co-Director of the Centre for Policy Studies on Culture and Communities at SFU Harbour Centre. She has taught such undergraduate and graduate courses as Gender Business, Gender and the City. Broadcasting Policy, Propaganda and Public Opinion, Political Economy of Communication, and Management of Innovation in the Executive MBA Program offered by SFU's School of Business.

Dr. Murray was a member of the Mandate Review Committee and co-author of *Making Our Voices Heard* (1996), the report on the future of the CBC, NFB and Telefilm. She is a co-author with Kim Schroder, Kirsten Drotner, Stephen Kline of *Researching Audiences*. She has chaired the independent ombudsman panel on the CBC's National election 2004 coverage, and has published two coauthored books, twenty-one monograph reports, and over thirty articles and chapters on cultural governance, policy and social change.

Charles Vallerand



Charles Vallerand is the Executive Director of the Canadian Coalition for Cultural Diversity giving voice to 31 national associations of arts and cultural professionals from all sectors, whose membership totals 200,000 creators and 2,200 businesses. He is also General Secretary of the International Federation of Coalitions for Cultural Diversity present in more than 40 countries worldwide. His organization plays a lead role in advocating for the recognition of the distinctive nature of cultural goods and services and for the right of States to adopt policies to support their national diversity of cultural expressions. He has more than 25 years of experience in cultural policies, public broadcasting and international cultural cooperation. He started his career as a policy analyst at the Canadian Department of Communications after completing his Master in Communications at Quebec University in Montreal and an international MBA at the European University in Brussels.

He was successively Director of International Francophonie at the Department of Canadian Heritage, Cultural Attaché at the Canadian Embassy in Paris, Director of Planning and then Director of Communications at TV5 Québec Canada, Director of Regulatory and of Corporate Affairs at CBC/Radio-Canada and Director of Communications at Canada's International Centre for Human Rights and Democratic Development. More recently, he has also taught media relations as a visiting professor at Quebec's National School of Public Administration.

Sylvia Blake



Sylvia Blake is a researcher in the doctoral program at SFU's School of Communication. Her dissertation traces the evolution of the media diversity debate and seeks policy tools to support diversity within Canada and globally in the context of evolving media technologies, industry globalization, and trade liberalization.

Sylvia currently holds the Joseph-Armand Bombardier CGS Doctoral Scholarship and CanWest Global Graduate Fellowship. She has published on Canadian broadcast policy and presented her work at numerous conferences within Canada and internationally. She is currently the mentorship coordinator for the Emerging Scholars' Network of the International Association for Media and Communication Research.

Dal Yong Jin



Dal Yong Jin is Associate Professor in the School of Communication at Simon Fraser University. His major research and teaching interests are on social media and convergence, mobile technologies and game studies, globalization and media, transnational cultural studies, and the political economy of media and culture. He is the author of several books, such as *Digital Platforms, Imperialism and Political Culture* (Routledge, 2015), *De-convergence of Global Media Industries* (Routledge, 2013), *Korea's Online Gaming Empire* (MIT Press, 2010) and *Hands On/Hands Off: The Korean State and the Market Liberalization of the Communication Industry* (Hampton Press, 2011).

Beth MacDonald



Beth MacDonald is a lawyer and trade-mark agent with the law firm of McCarthy Tétrault in Vancouver. Ms. MacDonald practises in the firm's Intellectual Property, Business Law, and Franchise and Distribution Groups. Her practice involves the licensing and enforcing of intellectual property rights both in Canada and internationally, negotiating commercial agreements involving patents, copyright interests, trademarks and other forms of intellectual property.

Ms. MacDonald is a fellow of the Intellectual Property Institute of Canada and has been a featured professional in the World Trademark Report's WTR 1000 The World's Leading Trademark Professionals since 2012.

Graham Reynolds



Graham Reynolds teaches and researches in the areas of copyright law, intellectual property law, property law, and intellectual property and human rights. Prior to joining the Allard School of Law in 2013, Graham was an Assistant Professor at the Schulich School of Law at Dalhousie University, where he was the Co-Editor in Chief of the Canadian Journal of Law and Technology. The recipient of an award for excellence in teaching, Graham has completed graduate studies at the University of Oxford, where he studied on a Rhodes Scholarship. Graham is currently completing doctoral studies in law at the University of Oxford.

Jon Festinger



Jon Festinger, Q.C. (LL.B., B.C.L. 1980 (McGill University)) is a Vancouver, British Columbia based lawyer, strategic advisor and educator.

Jon has taught media, entertainment, communications and corporate law topics for going on three decades. Jon is an Assistant Professor of Professional Practice at Simon Fraser University and a faculty member of the Centre for Digital Media (<http://thecdm.ca>). In addition, he is an Adjunct Professor at the Faculty of Law, University of British Columbia teaching courses in “Legal Constraints on (Digital) Creativity” (Winter 2015), “Video Game Law” (Fall 2014) and was the Course Author of “Business Organizations”, a Distance Learning Program for LLM students (Fall 2014).

Josh Tabish



Josh Tabish is Campaigns Manager for OpenMedia.org, and international non-profit organization dedicated to safeguarding the possibilities of the open Internet. He is passionate about helping those in the struggle for open and diverse communication systems and regularly appears in the media to comment on telecommunications policy and other matters related to Internet governance. Recently, he traveled to Washington, D.C. as part of a delegation of Internet freedom and civil society groups to meet with senior staff White House staff about the FCC’s controversial net neutrality rules. Before joining OpenMedia, he served in several roles with the annual Media Democracy Days conference, where he is currently a board member.

Jeff Bear



Jeff Bear is first nations member of the Maliseet nation located in New Brunswick Canada. He is currently a moving image storyteller (TV documentary) and a full time writer living in Vancouver, British Columbia, Canada. Jeff has been active in the Canadian TV industry for the last 30 years having worked for both National networks (CTV & CBC) in primetime current affairs programs. He has been an independent producer for the last 16 years focusing on indigenous stories and producing several TV documentary series for indigenous networks like APTN, NITV & Maori Television.

Rob Gloor

Rob Gloor is a leading arts administrator with 20 years of experience managing projects and organizations in Ontario, Alberta, and BC. He holds a Bachelor's degree in music from the University of Western Ontario and an MBA from Queen's University. Rob has served in management roles with the Edmonton Symphony, Kitchener-Waterloo Symphony, Orchestra London, the National Broadcast Orchestra, and Pacific Cinematheque, and he has been an instructor for UWO's Arts Management diploma program. Rob has been active in cultural advancement and advocacy throughout his career, serving on arts councils, national awards juries, peer assessment committees, and community boards.

Alden E. Habacon



Alden E. Habacon is an accomplished diversity and inclusion strategist, and leading thinker in the area of social sustainability.

He is Director of Intercultural Understanding Strategy Development for the University of British Columbia, and the former Manager of Diversity Initiatives for CBC Television. He has published *Schema Magazine* online since 2004, and co-founded the Asian Canadian Journalists Association (ACJA) of Vancouver.

Alden has received the YMCA Power of Peace Award (2010), the Leadership Honouree of the North American Association of Asian Professionals (NAAAP) of Vancouver (2011), the Maharlika Award in Leadership (2012), and the Queen Elizabeth II Diamond Jubilee Medal Award (2013) for his work in multiculturalism and intercultural understanding.

Chris Creighton-Kelly



Chris Creighton-Kelly is an interdisciplinary artist, writer and cultural critic, whose works have been presented across Canada and in India, Europe and the U.S.A. He is interested in the convergence of racialized identities within their cultural contexts – both host and diasporic - and technologies - both old and new - which simulate these relationships.

As a consultant, his work led directly to the formation of the Equity Office at the Canada Council. His contributions in the area of racial equity have been internationally recognized. Chris is the co-author of *Understanding Aboriginal Art in Canada Today*. He was the corecipient of the first Audain Curatorial Fellowship at the Art Gallery of Greater Victoria.

Anne Robineau



Anne Robineau is the assistant director of the Canadian Institute for Research on Linguistic Minorities (CIRLM). She holds a doctoral degree (Ph.D) in sociology from the Université de Montréal. Since 2006, she has been a researcher at the CIRLM where she conducts in-depth research on arts, culture and the policies for these sectors in relation to Canada's Francophonie and Quebec's English-speaking communities. Anne Robineau has taught sociology and anthropology at the Université de Montréal, at the Université de Saint-Boniface in Manitoba and at the Université de Moncton. She represents the CIRLM on the Canadian

Commission for UNESCO's Sectorial Commission, *Culture, Communication and Information*. She is also jointly responsible for the *Encyclopédie du patrimoine culturel de l'Amérique française* in New Brunswick.

Danika Billie Littlechild



Danika B. Littlechild lives in Maskwacis, Alberta. She chaired the Sectoral Commission on Culture, Communication and Information of the Canadian Commission for UNESCO from 2007-2011. Danika currently practices law in Ermineskin Cree Nation, working with Indigenous Peoples in a variety of areas including governance, Indigenous legal orders, environment, and international law.

Danika also serves as consulting legal counsel for the International Indian Treaty Council (IITC, www.treatycouncil.org), an Indigenous NGO with General Consultative Status (ECOSOC), which represents Indigenous Peoples from North America, Latin America, the Caribbean and the Pacific. Danika served as a member and Deputy Vice Chair of the Board of Directors of the North-South Institute (www.nsi-ins.ca), recognized as a leading global think tank, from 2008-2014.

Marcus Youssef



Marcus Youssef is Artistic Director of Newworld Theatre and Chair of Vancouver's Arts and Culture Policy Council. As an artist, Marcus' dozen or so plays – many of which investigate questions of difference or "otherness" – have been performed across North America, Australia and Europe. They include *Winners and Losers*, which just had its Off-Broadway premiere in New York City, to full houses and widespread critical acclaim. Marcus is also a co-founder of PL1422, an converted garment factory in East Vancouver that is now a production studio and administrative hub shared by Newworld and

three other independent theatre companies. Marcus has served on the faculties of Concordia and Capilano Universities, and sits on the advisory board of *Canadian Theatre Review*.

Cathi Charles Wherry, First Peoples' Cultural Council



Cathi is Anishnaabeque, and a member of the Rama Mnjikaning First Nation, where her Father was born. As a visual artist Cathi has participated in numerous group shows, and has had three solo exhibitions. Her current art practice is focused on stories told through mapping, movement, time and the spirit of place. Cathi is

also a writer and curator, with projects that include: *invincible spirit* (1995), *earthy gestures* (2001), and *Transporters – Contemporary Salish Art* (2007). She also served on the Kakaekwewin Aboriginal Advisory for Canada Council for the Arts from 2010-2013. Since 1996, Cathi has worked as Art Programs Manager for the First Peoples' Cultural Council, a First Nations directed organization that supports our languages, arts and cultures in B.C. In 2013 she was awarded a Queen's Diamond Jubilee Medal in recognition of her 20 years of service to the community.

Prem Gill



Prem Gill is Director, Original Production & Programming, TELUS Optik TV. She is a passionate ambassador for talent development and storytelling. She drives the development of content for TELUS' community programming commitments on Optik TV and led the creation of STORYHIVE. STORYHIVE is a Kickstarter-inspired online platform where local creative talent can pitch projects and garner crowd support to compete for funding from TELUS. The top projects as voted on by the community receive production grants from TELUS and distribution on Optik TV. Prem was recently named in a Globe and Mail article referencing the power list of 10 women who matter in English Canada as film and content creators and decision makers. Prem is also on the board of directors of the Vancouver International Film Festival and the National Screen Institute.

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